

WSFA 12 East Delano Ave. Montgomery, AL 36105 Main: (334) 288-1212 Billing: (334) 288-1212

www.wsfa.com

Billing Address:

PinPoint Media, Inc (B) Attention: Accounts Payable 1707 Osage St, Ste 103 Alexandria, VA 22302

Send Payment To:

WSFA

Regions Bank

ATTN: Lockbox # 1400

P.O. Box 11407

Birmingham, AL 35246-1400

Invoice #	Invoice Date	Invoice Month	Invoice Period	
1800092-1	09/24/17	September 2017	08/28/17 - 09/11/17	

Property	Account Executive	Sales Office	Sales Region
WSFA	Ryan Eddins	HRP-Washingto	National

<u>Advertiser</u>	Product	Estimate Number
POL/Strange, Luther/R/Sena	LUTHER STRANGE SENAT	811

Flight Dates 09/05/17 - 09/11/17	Order # 1800092	Alt Order # 08768694
Billing Calendar Broadcast	Billing Type Cash	Deal #
Special Handling		
Agency Code 9913865	Advertiser Code 62	Product 1/2 78
Agency Ref	Advertiser Ref	

Spots/

						Spots/			
Line Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Type	
1 09/08/17	09/08/17	WSFA 12 News at Ten MF	- 10-1035pm	1	:30	1	\$275.00	NM	
Weeks:	Start Date 09/04/17	End Date MTWTFSS 09/10/171	Spots/Week 1	<u>Rate</u> \$275.00					
Spots: # Ch	Day Air	Date Air Time Descrip	otion	Start/End Time	Lengt	th Ad-ID			Rate Type
1 WS	SFA F 09/ Credited		12 News at Ten - MF	10-1035pm	:0	00			\$275.00 NM
2 09/08/17	09/08/17	ALABAMA LIVE @ 11A	11-1130Am	1	:30	1	\$30.00	NM	
Weeks:	Start Date 09/04/17	End Date MTWTFSS1	Spots/Week 1	<u>Rate</u> \$30.00					
Spots: # Ch	Day Air	Date Air Time Descrip	otion	Start/End Time	Lengt	h Ad-ID			Rate Type
1 WS	SFA F 09/	08/17 11:30 AM ALABA	MA LIVE @ 11A	11-1130Am	:3	0 DMSCLS17	13н		\$30.00 NM
3 09/08/17	09/08/17	ALABAMA LIVE @ 113 AM	0 1130A-12P	1	:30	1	\$30.00	NM	
Weeks:	Start Date 09/04/17	End Date MTWTFSS 09/10/171	Spots/Week 1	<u>Rate</u> \$30.00					
Spots: # Ch	Day Air	Date Air Time Descrip	<u>otion</u>	Start/End Time	Lengt	h Ad-ID			Rate Type
1 WS	SFA F 09/	08/17 11:58 AM ALABA	MA LIVE @ 1130AM	1130A-12P	:3	0 DMSCLS17	13н		\$30.00 NM
4 09/08/17	09/08/17	WSFA 12 News at Noo	n 12-1230pm	1	:30	1	\$100.00	NM	
Weeks:	Start Date 09/04/17	End Date MTWTFSS1	Spots/Week 1	<u>Rate</u> \$100.00					
Spots: # Ch		Date Air Time Descrip	<u>otion</u>	Start/End Time	Lengt	h Ad-ID			Rate Type
1 WS	SFA F 09/	08/17 12:20 PM WSFA	12 News at Noon	12-1230pm	:3	0 DMSCLS17	13н		\$100.00 NM
5 09/08/17	09/08/17	WSFA 12 NEWS AT 4F	P M-F 4-430P	1	:30	1	\$60.00	NM	-
Weeks:	Start Date 09/04/17	End Date MTWTFSS1	Spots/Week 1	<u>Rate</u> \$60.00					

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Advertiser	Product	Estimate Number
POL/Strange, Luther/R/Sen	LUTHER STRANGE SENAT	811

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Line Start Date End Date	Description	Start/End Time	MTHESS	Longth	Spots/	Poto	Type	
Line Start Date End Date	Description		MTWTFSS	Length	Week	Rate	Туре	
5 09/08/17 09/08/17	WSFA 12 NEWS AT 4F	P M-F 4-430P	1	:30	1	\$60.00	NM	
Spots: # Ch Day Air	Date Air Time Descrip	otion	Start/End Time	Lengt	h Ad-ID			Rate Type
1 WSFA F 09. Credited		12 NEWS AT 4PM	M-F 4-430P	:0	0			\$60.00 NM
6 09/08/17 09/08/17	WSFA 12 NEWS AT 4F M	P M-F 430-5P	1	:30	1	\$75.00	NM	
Weeks: Start Date 09/04/17	End Date MTWTFSS 09/10/171	Spots/Week 1	<u>Rate</u> \$75.00					
Spots: # Ch Day Air			Start/End Time	Lengt	h Ad-ID			Rate Type
1 WSFA F 09/		12 NEWS AT 4PM	M-F 430-5P	:3	0 DMSCLS	1713н		\$75.00 NM
7 09/08/17 09/08/17	WSFA 12 News at Five	5-530pm	1	:30	1	\$185.00	NM	
Weeks: Start Date 09/04/17	End Date MTWTFSS 09/10/171	Spots/Week	<u>Rate</u> \$185.00					
Spots: # Ch Day Air			Start/End Time	Lengt	h Ad-ID			Rate Type
1 WSFA F 09/			5-530pm	:3	0 DMSCLS	1713н		\$185.00 NM
8 09/08/17 09/08/17	Today in Alabama 530a	528am-6am	1	:30	1	\$100.00	NM	~
Weeks: Start Date 09/04/17	End Date MTWTFSS 09/10/171	Spots/Week 1	<u>Rate</u> \$100.00					
Spots: # Ch Day Air	20/10/1/		Start/End Time	Lengt	h Ad-ID			Rate Type
	08/17 5:54 AM Today i		528am-6am		0 DMSCLS	1713н		\$100.00 NM
9 09/08/17 09/08/17	WSFA 12 News at Six -	6-630pm	1	:30	1	\$350.00	NM	
Weeks: Start Date 09/04/17	End Date MTWTFSS 09/10/171	Spots/Week 1	<u>Rate</u> \$350.00					×
Spots: # Ch Day Air	Date Air Time Descrip	<u>tion</u>	Start/End Time	Lengt	h Ad-ID			Rate Type
1 WSFA F 09/	08/17 6:21 PM WSFA	12 News at Six - MF	6-630pm	:30	0 DMSCLS:	1713н		\$350.00 NM
10 09/08/17 09/08/17	Today In Alabama	6a-7a	1	:30	1	\$175.00	NM	
Weeks: Start Date 09/04/17	End Date MTWTFSS1	Spots/Week 1	<u>Rate</u> \$175.00					
Spots: # Ch Day Air	Date Air Time Descrip	<u>tion</u>	Start/End Time	Lengtl	h Ad-ID			Rate Type
1 WSFA F 09/	08/17 6:42 AM Today I	n Alabama	6a-7a	:30	0 DMSCLS	1713н		\$175.00 NM
11 09/08/17 09/08/17	ENTERTAINMENT TON	II 630-7p	1	:30	1	\$215.00	NM	
Weeks: Start Date 09/04/17		Spots/Week 1	<u>Rate</u> \$215.00		2			
Spots: # Ch Day Air		tion .	Start/End Time	Lengtl	h Ad-ID			Rate Type
1 WSFA F 09/		TAINMENT TONIGHT	630-7p	:30) DMSCLS	1713н		\$215.00 NM
12 09/08/17 09/08/17	NBC Today Show	7-9am	1	:30	1	\$115.00	NM	
Weeks: Start Date 09/04/17	End Date MTWTFSS 09/10/171	Spots/Week 1	<u>Rate</u> \$115.00					
Spots: # Ch Day Air		•	Start/End Time	Length	Ad-ID			Rate Type

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<u>Advertiser</u>	Product	Estimate Number
POL/Strange, Luther/R/Sen	LUTHER STRANGE SENAT	811

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www.wsia.com						0			
Line Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
12 09/08/17	09/08/17	NBC Today Show	7-9am	1	:30	1	\$115.00	NM	
Spots: <u>#</u> <u>Ch</u> 1 WS	<u>Day Air</u> SFA F 09	NAME OF REPORT OF THE PARTY OF		Start/End Time 7-9am		h <u>Ad-ID</u> 0 DMSCLS	1713н		<u>Rate</u> <u>Type</u> \$115.00 NM
13 09/08/17	09/08/17	NBC Today 2	9-10am	1	:30	1	\$50.00	NM	
Weeks: Spots: # Ch 1 WS	09/04/17	/08/17 NBC	Spots/Week 1 iption Today 2	Rate \$50.00 Start/End Time 9-10am	<u>Lengt</u> :0	h <u>Ad-ID</u> 0			<u>Rate</u> <u>Type</u> <i>\$50.00 NM</i>
14 09/11/17	09/11/17	WSFA 12 News at Te	n - 10-1035pm	1	:30	1	\$275.00	NM	
Weeks: Spots: # Ch 1 WS	Start Date 09/11/17 <u>Day Air</u> SFA <i>M</i> 09/ Credited	09/17/17 1 <u>Date Air Time Descr</u> /11/17 WSFA	1	<u>Rate</u> \$275.00 <u>Start/End Time</u> 10-1035pm	<u>Lengt</u> :0	<u>h</u> <u>Ad-ID</u> 0			<u>Rate</u> <u>Type</u> \$275.00 NM
15 09/11/17	09/11/17	ALABAMA LIVE @ 11	A 11-1130Am	1	:30	1	\$30.00	NM	
Weeks: Spots: # Ch 1 WS	Start Date 09/11/17 <u>Day Air</u> SFA <i>M</i> 09/ Credited	09/17/17 1 <u>Date</u> <u>Air Time</u> <u>Descr</u> 11/17 ALAB	1	<u>Rate</u> \$30.00 <u>Start/End Time</u> 11-1130Am	<u>Lengtl</u> :0	<u>h</u> <u>Ad-ID</u> 0			Rate Type \$30.00 NM
16 09/11/17	09/11/17	ALABAMA LIVE @ 11 AM	30 1130A-12P	1	:30	1	\$30.00	NM	
Weeks: Spots: # Ch 1 WS	Start Date 09/11/17 <u>Day Air</u> FA <i>M</i> 09/ Credited	End Date MTWTFSS 09/17/17 1 Date Air Time Description /11/17 ALABA	Spots/Week 1 iption AMA LIVE @ 1130AM	Rate \$30.00 Start/End Time 1130A-12P	Lengtl	h <u>Ad-ID</u> 0			<u>Rate</u> <u>Type</u> \$30.00 NM
17 09/11/17	09/11/17	WSFA 12 News at No	on 12-1230pm	1	:30	1	\$100.00	NM	
Weeks: Spots: # Ch 1 WS	Start Date 09/11/17 <u>Day Air</u> FA <i>M</i> 09/ Credited		Spots/Week 1 iption 12 News at Noon	Rate \$100.00 Start/End Time 12-1230pm	<u>Lengtl</u> :00	n <u>Ad-ID</u> 0			<u>Rate</u> <u>Type</u> \$100.00 NM
18 09/11/17	09/11/17	JUDGE JUDY 1ST RU	IN 330-4p	1	:30	1	\$60.00	NM	
Weeks: Spots: # Ch 1 WS	Start Date 09/11/17 <u>Day Air</u> FA M 09/		Spots/Week 1 ption E JUDY 1ST RUN	<u>Rate</u> \$60.00 <u>Start/End Time</u> 330-4p		n <u>Ad-ID</u> O DMSCLS	1713н		<u>Rate</u> <u>Type</u> \$60.00 NM
19 09/11/17	09/11/17		M-F 4-430P	1	:30	1	\$60.00	NM	ĺ

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POL/Strange, Luther/R/Sen	LUTHER STRANGE SENAT	811

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26 09/11/17

09/11/17

NBC Today Show

							Spots/			
Line Start Date	End Date	Descrip	otion	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
		WSFA M	12 NEWS AT 4	P						
Weeks:	Start Date			Spots/Week	Rate					
Spots: # Ch			Air Time Descrip	1 otion	\$60.00 Start/End Time	Lengt	h Ad-ID			Rate Type
	SFA M 09			12 NEWS AT 4PM	M-F 4-430P	:0				\$60.00 NM
	Credited	d								
20 09/11/17	09/11/17	WSFA M	12 NEWS AT 4F	P M-F 430-5P	1	:30	1	\$75.00	NM	
Weeks:	Start Date 09/11/17	End Date 09/17/17		Spots/Week 1	<u>Rate</u> \$75.00					
Spots: # Ch	Day Ai	r Date A	Air Time Descrip	otion	Start/End Time	Lengt	h Ad-ID			Rate Type
1 WS	FA M 09 Credited		WSFA	12 NEWS AT 4PM	M-F 430-5P	:0	0			\$75.00 NM
21 09/11/17	09/11/17	WSFA	12 News at Five	5-530pm	1	:30	1	\$185.00	NM	
Weeks:	Start Date 09/11/17	End Date 09/17/17		Spots/Week 1	<u>Rate</u> \$185.00					
Spots: # Ch	Day Air	r Date A	Air Time Descrip	<u>otion</u>	Start/End Time	<u>Lengt</u>	h Ad-ID			Rate Type
1 WS	FA M 09 Credited		WSFA	12 News at Five	5-530pm	:0	0			\$185.00 NM
22 09/11/17	09/11/17	Today ii	n Alabama 530a	528am-6am	1	:30	1	\$100.00	NM	
Weeks:	Start Date 09/11/17	End Date 09/17/17	MTWTFSS 1	Spots/Week 1	<u>Rate</u> \$100.00					
Spots: # Ch	Day Air	Date A	ir Time Descrip	<u>rtion</u>	Start/End Time	Lengt	h Ad-ID			Rate Type
1 WS	FA M 09	/11/17 5	5:50 AM Today i	n Alabama 530a	528am-6am	:3	0 DMSCLS	1713н		\$100.00 NM
23 09/11/17	09/11/17	WSFA 1	12 News at Six -	6-630pm	1	:30	1	\$350.00	NM	
Weeks:	Start Date 09/11/17	End Date 09/17/17		Spots/Week 1	<u>Rate</u> \$350.00					
Spots: # Ch	Day Air		ir Time Descrip		Start/End Time	-	h Ad-ID			Rate Type
1 WS	FA M 09	/11/17 6	3:30 PM WSFA 1	12 News at Six - MF	6-630pm	:30) DMSCLS:	1713н		\$350.00 NM
24 09/11/17	09/11/17	Today Ir	n Alabama	6a-7a	1	:30	1	\$175.00	NM	
Weeks:	Start Date 09/11/17	End Date 09/17/17	MTWTFSS 1	Spots/Week 1	<u>Rate</u> \$175.00					
Spots: # Ch	Day Air	Date A	ir Time Descript	tion	Start/End Time	Length	Ad-ID			Rate Type
1 WSI	FA M 09/	11/17 6	6:30 AM Today Ir	n Alabama	6a-7a	:30) DMSCLS1	1713н		\$175.00 NM
25 09/11/17	09/11/17	ENTERT GHT	TAINMENT TON	II 630-7p	1	:30	1	\$215.00	NM	
Weeks:	Start Date 09/11/17	End Date 09/17/17	MTWTFSS 1	Spots/Week 1	<u>Rate</u> \$215.00					
Spots: # Ch	Day Air		ir Time Descript		Start/End Time	Length	Ad-ID			Rate Type
1 WSI	A M 09/	11/17 6	:45 PM ENTER	TAINMENT TONIGH	Г 630-7р	:30) DMSCLS1	L713H		\$215.00 NM
00 00/44/47	00/44/47	NDO T-	1		1			4447.00		r

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:30

1

\$115.00

NM

7-9am

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POL/Strange, Luther/R/Sen	LUTHER STRANGE SENAT	811

Spots/

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End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Type	
The state of the s	A SECTION OF THE PARTY OF THE P	Charles (Companies and Companies and Companies)	The state of the s	SALED STREET,	Control of the Contro	PLANE BUILDS AND AND ADDRESS OF THE PERSON NAMED IN COLUMN 1997		

Line Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
1	0	E I D . MT/TESS	0 1 111	Potential					
Weeks:	Start Date 09/11/17	End Date MTWTFSS 1	Spots/Week 1	<u>Rate</u> \$115.00					
Spots: # Ch			<u>ption</u>	Start/End Time	Lengt	h Ad-ID			Rate Type
1 WS	FA M 09		oday Show	7-9am	:0	0			\$115.00 NM
	Credited				10000				
27 09/11/17	09/11/17	NBC Today 2	9-10am	1	:30	1	\$50.00	NM	
Weeks:	Start Date	End Date MTWTFSS	Spots/Week	Rate					
Snoto: # Ch	09/11/17	09/17/17 1	1 .	\$50.00 Stort/End Time	Longt	P V4 ID			Data Tuna
Spots: <u>#</u> <u>Ch</u> 1 WS	Day Air FA M 09/			Start/End Time 9-10am		<u>h</u> <u>Ad-ID</u> 0 DMSCLS171	134		<u>Rate Type</u> \$50.00 NM
1 7/3	I'A IVI US/	9.22 AW NBC 1	ouay 2	9-10am		O DIASCESTA	LJII		\$50.00 NW
28 09/09/17	09/09/17	NBC Saturday Today S ow	Sh 6-8am	1-	:30	1	\$45.00	NM	
Weeks:	Start Date		Spots/Week	Rate					
Spoto: # Ch	09/04/17 Day Air	09/10/171-	1	\$45.00 Start/End Time	Longt	P V4 ID			Poto Type
Spots: <u>#</u> <u>Ch</u> 1 WS	FA Sa 09/		aturday Today Show	6-8am		<u>h Ad-ID</u> O DMSCLS171	134		<u>Rate Type</u> \$45.00 NM
1 773	1 A 3a 03/	1.20 AW NDC 3	aturday Today Show	0-0aiii	.5	0 0113023173	.511		ψ43.00 NW
29 09/10/17	09/10/17	NET NBC Sunday Toda Show	ay 7-8a	1	:30	1	\$45.00	NM	_
Weeks:	Start Date 09/04/17		Spots/Week 1	Rate					
Spots: # Ch	Day Air		•	\$45.00 Start/End Time	Lengt	h Ad-ID			Rate Type
	FA Su 09/ Credited	/10/17 NET N	BC Sunday Today Sho		:0				\$45.00 NM
30 09/10/17	09/10/17	NET NBC Meet The Pr	es 8-9a	1	:30	1	\$45.00	NM	
Weeks:	Start Date	s <u>End Date</u> <u>MTWTFSS</u>	Spots/Week	Rate			-		
VVCCR3.	09/04/17	09/10/171	1	\$45.00					
Spots: # Ch	Day Air	Date Air Time Descrip	<u>otion</u>	Start/End Time	Lengt	h Ad-ID			Rate Type
1 WSI	FA Su 09/	10/17 8:29 AM NET N	BC Meet The Press	8-9a	:3	0 DMSCLS171	.3н		\$45.00 NM
31 09/10/17	09/10/17	WSFA News Sunday A	M 9-930a	1	:30	1	\$20.00	NM	
Weeks:	Start Date 09/04/17	End Date MTWTFSS 09/10/171	Spots/Week 1	<u>Rate</u> \$20.00					
Spots: # Ch	Day Air		otion	Start/End Time	Lengt	Ad-ID			Rate Type
· · · · · · · · · · · · · · · · · · ·	FA Su 09/	10/17 9:18 AM WSFA	News Sunday AM	9-930a	:3	DMSCLS171	.3н		\$20.00 NM
32 09/07/17	09/07/17	WSFA 12 News at Ten MF	- 10-1035pm	1	:30	1	\$275.00	NM	
Weeks:	Start Date	End Date MTWTFSS1	Spots/Week	Rate					
Snote: # Ch	09/04/17		1	\$275.00 Start/End Time	Longi	Ad-ID			Rate Type
Spots: <u>#</u> <u>Ch</u> 1 WSF	<u>Day Air</u> A <i>Th 09/</i> Credited		12 News at Ten - MF	10-1035pm	:0				\$275.00 NM
33 09/07/17	09/07/17	ALABAMA LIVE @ 11A	11-1130Am	1	:30	1	\$30.00	NM	

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www.wsfa.com

Spots/

Line Start D	ate End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
Weeks:	Start Date 09/04/17	End Date MTWTF 09/10/171-		<u>Rate</u> \$30.00					
Spots: #	Ch Day Ai			Start/End Time	Lengtl	Ad-ID			Rate Type
1	WSFA Th 09	9/07/17 11:06 AM A	LABAMA LIVE @ 11A	11-1130Am		DMSCLS171	L3н		\$30.00 NM
34 09/07/1	7 09/07/17	ALABAMA LIVE (© 1130 1130A-12P	1	:30	1	\$30.00	NM	
Weeks:	Start Date 09/04/17		Spots/Week	<u>Rate</u> \$30.00					
Spots: #				Start/End Time	Length	Ad-ID			Rate Type
1	WSFA Th 09	/07/17 11:36 AM A	LABAMA LIVE @ 1130AM	1130A-12P	:30) DMSCLS171	.3н		\$30.00 NM
35 09/07/1	7 09/07/17	WSFA 12 News a	t Noon 12-1230pm	1	:30	1	\$100.00	NM	1,22-1,-2
Weeks:	Start Date 09/04/17	End Date MTWTF 09/10/171-		<u>Rate</u> \$100.00					
	<u>Ch</u> <u>Day</u> <u>Air</u>			Start/End Time	Length	Ad-ID			Rate Type
1 '	WSFA Th 09	/07/17 12:21 PM W	SFA 12 News at Noon	12-1230pm	:30) DMSCLS171	.3н		\$100.00 NM
36 09/07/1	7 09/07/17	JUDGE JUDY 1S	TRUN 330-4p	1	:30	1	\$60.00	NM	
Weeks:	Start Date 09/04/17	End Date MTWTF 09/10/171-		<u>Rate</u> \$60.00					
Spots: #			escription escription	Start/End Time	Length	Ad-ID			Rate Type
1 \	WSFA Th 09	/07/17 3:49 PM JU	JDGE JUDY 1ST RUN	330-4p	:30	DMSCLS171	.3н		\$60.00 NM
37 09/07/1	7 09/07/17	WSFA 12 NEWS A	AT 4P M-F 4-430P	1	:30	1	\$60.00	NM	
Weeks:	Start Date 09/04/17	End Date MTWTF 09/10/171-		<u>Rate</u> \$60.00					
Spots: #				Start/End Time	Length				Rate Type
1 \	NSFA Th 09/	/07/17 4:27 PM W	SFA 12 NEWS AT 4PM	M-F 4-430P	:30	DMSCLS171	3н		\$60.00 NM
38 09/07/17	7 09/07/17	WSFA 12 NEWS /	AT 4P M-F 430-5P	1	:30	1	\$75.00	NM	
Weeks:	Start Date 09/04/17	End Date MTWTF: 09/10/171-		<u>Rate</u> \$75.00					
Spots: # 0	<u>Ch</u> <u>Day</u> <u>Air</u>	Date Air Time De	escription	Start/End Time	Length	Ad-ID			Rate Type
1 V	NSFA Th 09/ Credited		SFA 12 NEWS AT 4PM	M-F 430-5P	:00)			\$75.00 NM
39 09/07/17	7 09/07/17	WSFA 12 News at	Five 5-530pm	1	:30	1	\$185.00	NM	
Weeks:	Start Date 09/04/17	End Date MTWTF9		<u>Rate</u> \$185.00					
Spots: # 0	Ch Day Air		escription	Start/End Time	Length	Ad-ID			Rate Type
1 V	VSFA Th 09/	07/17 5:21 PM W	SFA 12 News at Five	5-530pm	:30	DMSCLS171	3н		\$185.00 NM
40 09/07/17	09/07/17	Today in Alabama	530a 528am-6am	1	:30	1	\$100.00	NM	
Weeks:	Start Date	End Date MTWTFS	Spots/Week	Rate					

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Regions Bank
ATTN: Lockbox # 1400
P.O. Box 11407
Birmingham, AL 35246-1400

Invoice #	Invoice Date	Invoice Month	Invoice Period
1800092-1	09/24/17	September 2017	08/28/17 - 09/11/17

<u>Advertiser</u>	<u>Product</u>	Estimate Number
POL/Strange, Luther/R/Sen	LUTHER STRANGE SENAT	811

www.wsfa.com

www.wsia.com								
					Spots/			
Line Start Date End	Date Description	Start/End Time	MTWTFSS	Length	Week	Rate	Type	
40 09/07/17 09/	7/17 Today in Alabam	a 530a 528am-6am	1	:30	1	\$100.00	NM	
	Triv Today III rilabani	020411104111				V 100.00		
09/0		•	\$100.00					
Spots: # Ch D		<u>Description</u>	Start/End Time		h Ad-ID			Rate Type
1 WSFA	Th 09/07/17 5:37 AM	Гoday in Alabama 530a	528am-6am	:3	0 DMSCLS17	13н		\$100.00 NM
41 09/07/17 09/0	7/17 WSFA 12 News	at Six - 6-630pm	1	:30	1	\$350.00	NM	
41 03/07/17 03/0	MF	at oix - 0-000pm	1	.50		ψ550.00	INIVI	
Weeks: Start	Date End Date MTWT	FSS Spots/Week	Rate					
09/04			\$350.00					
Spots: # Ch D	ay Air Date Air Time [<u>Description</u>	Start/End Time	Lengt	h Ad-ID			Rate Type
1 WSFA	Th 09/07/17 6:15 PM V	WSFA 12 News at Six - MF	6-630pm	:3	0 DMSCLS17	13н		\$350.00 NM
40.00/07/47	7/47 Talasila Alabasi	- 0-7-	1	.00		6475.00	NINA	
42 09/07/17 09/0	7/17 Today In Alabam	a 6a-7a	1	:30	1	\$175.00	NM	
Weeks: Start	Date End Date MTWT	FSS Spots/Week	Rate					
09/04			\$175.00					
Spots: # Ch D	ay Air Date Air Time [Description	Start/End Time	Lenat	h Ad-ID			Rate Type
		oday In Alabama	6a-7a		DMSCLS17	13H		\$175.00 NM
1 110171	11 00/01/11 0.20 / 11/1	eady iii / iiabaiiia						\$110.00 IIII
43 09/07/17 09/0	7/17 ENTERTAINMEN GHT	NT TONI 630-7p	1	:30	1	\$215.00	NM	
Weeks: Start	<u>Date </u>		<u>Rate</u> \$215.00					u .
	y Air Date Air Time		Start/End Time	Longt	h Ad-ID			Rate Type
		ENTERTAINMENT TONIGH		:0				\$215.00 NM
	edited	INTERTAINMENT TONIGH	T 630-7p	.00	U			\$2 10.00 IVIVI
	Janea							
44 09/07/17 09/0	7/17 NBC Today Shov	v 7-9am	1	:30	1	\$115.00	NM	
Weeks: Start	<u>Date End Date MTWTI</u> /17 09/10/17 1-		<u>Rate</u> \$115.00					
5 50 5			Start/End Time	Longt	n Ad-ID			Poto Typo
						1 2		Rate Type
1 WSFA	h 09/07/17 7:28 AM N	IBC Today Show	7-9am	:30) DMSCLS171	13H		\$115.00 NM
45 09/07/17 09/0	7/17 NBC Today 2	9-10am	1	:30	1	\$50.00	NM	
			×					
	Date End Date MTWT		Rate			1000-1000-		
09/04		5	\$50.00					200 St 00-10
// / / / / / / / / / / / / / / / / / /	y <u>Air Date</u> <u>Air Time</u> <u>D</u>		Start/End Time	Length	Ad-ID			Rate Type
		IBC Today 2	9-10am	:00	9			\$50.00 NM
Cı	edited							
60 09/06/17 09/0	5/17 WSFA 12 News a	at Ten - 10-1035pm	1	:30	1	\$275.00	NM	
	MF							
Weeks: Start			Rate					
09/04			\$275.00					
	y <u>Air Date</u> <u>Air Time</u> D	escription	Start/End Time	Length	Ad-ID			Rate Type
Spots: # Ch Da								
		VSFA 12 News at Ten - MF	10-1035pm	:30) DMSCLS171	L3H		\$275.00 NM
	V 09/06/17 10:22 PM V		10-1035pm	:30) DMSCLS171	\$30.00	NM	\$275.00 NM

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Advertiser	Product	Estimate Number
POL/Strange, Luther/R/Ser	LUTHER STRANGE SENAT	811

www.wsfa.com

www.wsia.com						Spots/			
Line Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
61 09/06/17	09/06/17	ALABAMA LIVE @ 11A	11-1130Am	1	:30	1	\$30.00	NM	
Weeks: Spots: <u>#</u> <u>Ch</u> 1 WS	Start Date 09/04/17 Day Ail SFA W 09 Credited	09/10/171 r Date Air Time Descript //06/17 ALABAI	Spots/Week 1 tion MA LIVE @ 11A	Rate \$30.00 Start/End Time 11-1130Am	<u>Leng</u> t	<u>h</u> <u>Ad-ID</u> 0			<u>Rate</u> <u>Type</u> <i>\$30.00 NM</i>
62 09/06/17	09/06/17	ALABAMA LIVE @ 1130 AM) 1130A-12P	1	:30	1	\$30.00	NM	
Weeks:	Start Date 09/04/17	<u>End Date</u> <u>MTWTFSS</u> 09/10/171	Spots/Week 1	<u>Rate</u> \$30.00					
Spots: <u>#</u> <u>Ch</u> 1 WS	Day Air SFA W 09 Credited	/06/17 ALABAI	ion MA LIVE @ 1130AM	Start/End Time 1130A-12P	<u>Lengt</u> :0	h Ad-ID 0			Rate Type \$30.00 NM
63 09/06/17	09/06/17	WSFA 12 News at Noon	12-1230pm	1	:30	1	\$100.00	NM	
27	Start Date 09/04/17 <u>Day Air</u> SFA <i>W</i> 09 See <i>MG</i> SFA W 09	09/10/171 Date Air Time Descript /06/17 WSFA 1	ion 2 News at Noon	Rate \$100.00 Start/End Time 12-1230pm	:0	<u>h Ad-ID</u> 0 0 dmscls1	L713H		Rate Type \$100.00 NM \$100.00 NM
64 09/06/17	MG for 6	33.1 09/06 WSFA 12 NEWS AT 4P	M-F 4-430P	1	:30	1	\$60.00	NM	
Weeks: Spots: # Ch 1 WS	Start Date 09/04/17 Day Air SFA W 09, Credited	09/10/171 <u>Date Air Time Descript</u> //06/17 WSFA 1	Spots/Week 1 ion 2 NEWS AT 4PM	Rate \$60.00 Start/End Time M-F 4-430P	<u>Lengt</u> :0	h <u>Ad-ID</u> 0			<u>Rate</u> <u>Type</u> \$60.00 NM
65 09/06/17	09/06/17	WSFA 12 NEWS AT 4P	M-F 430-5P	1	:30	1	\$75.00	NM	2
Weeks: Spots: <u>#</u> <u>Ch</u> 1 WS	Start Date 09/04/17 <u>Day Air</u> SFA <i>W</i> 09/ Credited	End Date MTWTFSS 09/10/17 1 Date Air Time Descript //06/17 WSFA 1	1	Rate \$75.00 Start/End Time M-F 430-5P	<u>Lengt</u> :0	h <u>Ad-ID</u> 0			<u>Rate</u> <u>Type</u> \$75.00 NM
66 09/06/17	09/06/17	WSFA 12 News at Five	5-530pm	1	:30	1	\$185.00	NM	
Weeks: Spots: # Ch 1 WS	Start Date 09/04/17 <u>Day</u> Air FA W 09/			Rate \$185.00 <u>Start/End Time</u> 5-530pm		n <u>Ad-ID</u> O DMSCLS1	.713н		<u>Rate</u> <u>Type</u> \$185.00 NM
67 09/06/17	09/06/17	Today in Alabama 530a	528am-6am	1	:30	1	\$100.00	NM	
Weeks:	Start Date 09/04/17	End Date MTWTFSS 09/10/171	Spots/Week 1	<u>Rate</u> \$100.00					

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Advertiser	Product	Estimate Number
POL/Strange, Luther/R/Ser	LUTHER STRANGE SENAT	811

www.wsfa.com

www.wsta.com						01-1			
Line Start Date E	nd Date Des	scription	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
		day in Alabama 530a		1	:30	1	\$100.00	NM	
							Ψ100.00	14101	
i '	Day Air Date	Air Time Descript		Start/End Time		h Ad-ID			Rate Type
1 WSFA	W 09/06/17	5:38 AM Today ir	n Alabama 530a	528am-6am	:3	0 DMSCLS171	.3H		\$100.00 NM
68 09/06/17 09	9/06/17 WS MF	SFA 12 News at Six -	6-630pm	1	:30	1	\$350.00	NM	
09/	art Date End End		Spots/Week 1	<u>Rate</u> \$350.00					
1	Day Air Date	Air Time Descript		Start/End Time		h Ad-ID			Rate Type
1 WSFA	W 09/06/17	6:12 PM WSFA 1	12 News at Six - MF	6-630pm	:3	0 DMSCLS171	.3н		\$350.00 NM
69 09/06/17 09	9/06/17 Too	lay In Alabama	6a-7a	1	:30	1	\$175.00	NM	
	art Date End I 04/17 09/10	Date <u>MTWTFSS</u> D/171	Spots/Week 1	<u>Rate</u> \$175.00					
	Day Air Date	Air Time Descript	<u>tion</u>	Start/End Time	Lengt	h Ad-ID			Rate Type
1 WSFA	W 09/06/17	6:29 AM Today Ir	n Alabama	6a-7a	:3	0 DMSCLS171	.3н		\$175.00 NM
70 09/06/17 09	9/06/17 EN GH	TERTAINMENT TON	II 630-7p	1	:30	1	\$215.00	NM	
	ort Date End I 04/17 09/10		Spots/Week 1	<u>Rate</u> \$215.00					
Spots: # Ch	Day Air Date	Air Time Descript		Start/End Time		h Ad-ID			Rate Type
1 WSFA	W 09/06/17	6:43 PM ENTER	TAINMENT TONIGHT	630-7p	:3	0 DMSCLS171	3н		\$215.00 NM
71 09/06/17 09	9/06/17 NBC	C Today Show	7-9am	1	:30	1	\$115.00	NM	
	rt Date End I 04/17 09/10	<u>Date MTWTFSS</u> 0/171	Spots/Week 1	<u>Rate</u> \$115.00					
	Day Air Date	Air Time Descript	<u>ion</u>	Start/End Time	Lengtl	h Ad-ID			Rate Type
1 WSFA	W 09/06/17	8:59 AM NBC To	day Show	7-9am	:30	0 DMSCLS171	3н		\$115.00 NM
72 09/06/17 09)/06/17 NBC	C Today 2	9-10am	1	:30	1	\$50.00	NM	
	rt Date End E 04/17 09/10		Spots/Week 1	<u>Rate</u> \$50.00					
Spots: # Ch	Day Air Date	Air Time Descript	<u>ion</u>	Start/End Time	<u>Lengtl</u>	h Ad-ID			Rate Type
1 WSFA	W 09/06/17	9:33 AM NBC Too	day 2	9-10am	:30	DMSCLS171	3н		\$50.00 NM
76 09/07/17 09	/07/17 Ton	ight Show	1035-1137pm	T	:30	1	\$115.00	NM	
	rt Date End E 04/17 09/10	<u>Date MTWTFSS</u> /17T	Spots/Week 1	<u>Rate</u> \$115.00					
Y and the second of the second	Day Air Date	Air Time Descripti	<u>ion</u>	Start/End Time	Length	n Ad-ID			Rate Type
	Th 09/07/17 Credited	Tonight	Show	1035-1137pm	:00	0			\$115.00 NM
78 09/06/17 09	/06/17 Toni	ight Show	1035-1137pm	W	:30	1	\$115.00	NM	
	rt Date End D 04/17 09/10		Spots/Week 1	<u>Rate</u> \$115.00					
Spots: # Ch I	Day Air Date	Air Time Descripti	<u>on</u>	Start/End Time	Length	Ad-ID			Rate Type

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<u>Advertiser</u>	Product	Estimate Number
POL/Strange, Luther/R/Sen	LUTHER STRANGE SENAT	811

www.wsfa.com

www.wsfa.com						Spota/			
ine Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
78 09/06/17	09/06/17	Tonight Show	1035-1137pm	W	:30	1	\$115.00	NM	
Spots: # Ch	Day Air	Date Air Time Descri	ption	Start/End Time	Lengt	th Ad-ID			Rate Type
1 WS	FA W 09/	06/17 11:14 PM Tonigh	t Show	1035-1137pm	:3	0 DMSCLS171	.3н		\$115.00 NM
79 09/06/17	09/06/17	INSIDER, THE	130-2p	W	:30	1	\$30.00	NM	
Weeks:	Start Date 09/04/17	End Date MTWTFSS 09/10/17W	Spots/Week 1	<u>Rate</u> \$30.00					
Spots: # Ch	Day Air			Start/End Time	Lengt	h Ad-ID			Rate Type
	FA W 09/0			130-2p		0 DMSCLS171	.3н		\$30.00 NM
80 09/06/17	09/10/17	Today In Alabama	6a-7a	WTF	:30	3	\$175.00	NM	
Weeks:	Start Date 09/04/17	End Date MTWTFSS 09/10/17WTF	Spots/Week 3	<u>Rate</u> \$175.00					
Spots: # Ch	Day Air			Start/End Time	Lengt	h Ad-ID			Rate Type
1 WS		06/17 6:46 AM Today		6a-7a		0 DMSCLS171	.3н		\$175.00 NM
2 WS	FA Th 09/0	07/17 6:11 AM Today	In Alabama	6a-7a	:3	O DMSCLS171	.3н		\$175.00 NM
3 WS	FA F 09/0	08/17 6:13 AM Today	In Alabama	6a-7a	:3	0 DMSCLS171	.3н		\$175.00 NM
81 09/11/17	09/11/17	Today In Alabama	6a-7a	M	:30	1	\$175.00	NM	
Weeks:	Start Date 09/11/17	End Date MTWTFSS 09/17/17 M	Spots/Week	<u>Rate</u> \$175.00					
Spots: # Ch	Day Air		otion	Start/End Time	Lengt	h Ad-ID			Rate Type
1 WS	FA M 09/	11/17 6:12 AM Today	In Alabama	6a-7a	:3	0 DMSCLS171	3н		\$175.00 NM
82 09/07/17	09/07/17	NFL Kickoff	Thu 630-730p	T	:30	1	\$225.00	NM	
Weeks:	Start Date 09/04/17	End Date MTWTFSS 09/10/17T	Spots/Week 1	<u>Rate</u> \$225.00					
Spots: # Ch	Day Air I	Date Air Time Descrip	otion	Start/End Time	Lengt	h Ad-ID			Rate Type
1 WSI	FA Th 09/0	07/17 6:37 PM NFL Ki	ckoff	Thu 630-730p	:3	0 DMSCLS171	3н	-	\$225.00 NM
83 09/07/17	09/07/17	NET NFL Thursday Ga	m 730p-10p	T	:30	1	\$500.00	NM	
Weeks:	Start Date 09/04/17	End Date MTWTFSS 09/10/17T	Spots/Week 1	<u>Rate</u> \$500.00					
Spots: # Ch	Day Air I		•	Start/End Time	Lengt	h Ad-ID			Rate Type
1 WSI			FL Thursday Game	730p-10p	:3	0 DMSCLS171	3н		\$500.00 NM
84 09/07/17	09/07/17	Late News	1030p-11p	T	:30	1	\$275.00	NM	
Weeks:	Start Date 09/04/17	End Date MTWTFSST	Spots/Week	<u>Rate</u> \$275.00				-	· 145
Spots: # Ch	Day Air I	CHEST AND STATE OF A	otion	Start/End Time	Lengt	h Ad-ID			Rate Type
	A Th 09/0 Credited			1030p-11p	:0				\$275.00 NM
85 09/09/17	09/10/17	NBC Saturday Today S	h 6-8am	S-	:30	2	\$45.00	NM	
Weeks:		ow End Date MTWTFSS	Spots/Week	Rate					
VVEERS.		LIN Date PITWITUS	Spois/vveek	20.00			dvertiser er ager		

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Advertiser	Product	Estimate Number
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Line Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type	
85 09/09/17	09/10/17	NBC Saturday Today	Sh 6-8am	S-	:30	2	\$45.00	NM	
00 00/00/11	03/10/17	ow			.00		Ψ10.00		
	Start Date 09/04/17	09/10/175-	2	\$45.00					
Spots: # Ch	Day Air D		2 intion	Start/End Time	Lengt	th Ad-ID			Rate Type
1 WS	a team on the contract of		Saturday Today Show	6-8am		0 DMSCLS1713	Н		\$45.00 NM
2 WS			Saturday Today Show	6-8am	:3	0 DMSCLS1713	Н		\$45.00 NM
86 09/10/17	09/10/17	NET NBC Sunday Tod	lav 7-8a	S	:30	1	\$45.00	NM	
		Show					•	70.000 (10)	
Weeks:		<u>End Date</u> <u>MTWTFSS</u> 09/10/17S	Spots/Week 1	<u>Rate</u> \$45.00					
Spots: # Ch	Day Air D			Start/End Time	Lengt	h Ad-ID			Rate Type
1 WSI			IBC Sunday Today Sh			0 DMSCLS1713	Н		\$45.00 NM
87 09/05/17	09/10/17	HARRY	2-3p	-TWTF	:30	2	\$25.00	NM	
87 09/03/17	03/10/17	HARRY	2-3β	I W I I	.50	2	Ψ25.00	TAIVE	
Weeks:		Ind Date MTWTFSS	Spots/Week	Rate					
Spots: # Ch	09/04/17 (Day Air D)9/10/17	2 ntion	\$25.00 Start/End Time	l engt	h Ad-ID			Rate Type
1 Spots. <u># On</u> 2 WSI				2-3p		0 DMSCLS1713	н		\$25.00 NM
1 WSF				2-3p		0 DMSCLS1713			\$25.00 NM
							6// n. man	A 10 4	
88 09/08/17	09/08/17	Today in Alabama 430 m	a 430-5a	F	:30	1	\$5.00	NM	
Weeks:		nd Date MTWTFSS	Spots/Week	Rate					
0-4- # 01		9/10/17F	1	\$5.00		F 44 ID			Data Tima
Spots: # Ch 1 WSF	<u>Day Air Day</u> 5A F 09/08		ption in Alabama 430am	Start/End Time 430-5a		<u>h</u> <u>Ad-ID</u> O DMSCLS1713	н		Rate Type \$5.00 NM
									ψ5.00 14101
89 09/06/17	09/10/17	Today in Alabama 530	a 528am-6am	WTF	:30	2	\$100.00	NM	1
Weeks:	Start Date E	nd Date MTWTFSS	Spots/Week	Rate					
		9/10/17WTF	2	\$100.00					₩
Spots: # Ch	Day Air Da			Start/End Time		h Ad-ID			Rate Type
1 WSF		the state of the s	in Alabama 530a	528am-6am	25	0 DMSCLS1713			\$100.00 NM
2 WSF	A Th 09/07	/17 5:55 AM Today	in Alabama 530a	528am-6am	:3	0 DMSCLS1713	Н		\$100.00 NM
90 09/07/17	09/07/17	NFL Kickoff	Thu 630-730p	T	:30	1	\$225.00	NM	
Weeks:	Start Date E	nd Date MTWTFSS	Spots/Week	Rate					
		9/10/17T	1	\$225.00					,
Spots: # Ch	Day Air Da			Start/End Time		h Ad-ID			Rate Type
1 WSF	A Th 09/07	/17 6:55 PM NFL K	ickoff	Thu 630-730p	:3	0 DMSCLS1713	Н		\$225.00 NM
91 09/09/17	09/09/17	Notre Dame Football	630p-10p	S-	:30	2	\$750.00	NM	
Weeks:	Start Date E	nd Date MTWTFSS	Spots/Week	Rate					
	09/04/17 0	9/10/17S-	2	\$750.00					_
Spots: # Ch	Day Air Da			Start/End Time		h Ad-ID			Rate Type
2 WSF				630p-10p		0 DMSCLS1713			\$750.00 NM
1 WSF	A Sa 09/09	/17 9:36 PM Notre [Dame Football	630p-10p	:3	0 DMSCLS1713	Н		\$750.00 NM

We Warrant that the actual broadcast information shown on this invoice was taken from the Program Log and will be available, on request, for inspection by the advertiser or agency for 12 months from the date of invoice. Our Terms, Where Credit Has Been Extended, are Net 30 Days From Date of Invoice.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.



Send Payment To:
WSFA
Regions Bank
ATTN: Lockbox # 1400
P.O. Box 11407
Birmingham, AL 35246-1400

Invoice #	Invoice Date	Invoice Month	Invoice Period		
1800092-1	09/24/17	September 2017	08/28/17 - 09/11/17		

Advertiser	Product	Estimate Number
POL/Strange, Luther/R/Sen	LUTHER STRANGE SENAT	811

www.wsfa.com

						Spots/			
Line Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
91 09/09/17	09/09/17	Notre Dame Football	630p-10p	S-	:30	2	\$750.00	NM	
92 09/06/17	09/10/17	Late Night w/ Seth Meyers	er 1137p-1237x	WTF	:30	1	\$10.00	NM	
Weeks:	Start Date 09/04/17	<u>End Date</u> <u>MTWTFSS</u> 09/10/17WTF	Spots/Week 1	<u>Rate</u> \$10.00					
Spots: # Ch	<u>Day</u> Air	Date Air Time Descrip	<u>tion</u>	Start/End Time	Lengt	h Ad-ID			Rate Type
1 WS	FA Th 09/	07/17 1:37 AM Late Nig	ght w/ Seth Meyers	1137p-1237x	:3	O DMSCLS1	713н		\$10.00 NM
93 09/07/17	09/07/17	Late News	1030p-11p	T	:30	1	\$150.00	NM	
Weeks:	Start Date 09/04/17	End Date MTWTFSS 09/10/17T	Spots/Week 1	<u>Rate</u> \$150.00					
Spots: # Ch	Day Air	Date Air Time Descript	<u>tion</u>	Start/End Time	Lengt	h Ad-ID			Rate Type
1 WSI	FA Th 09/	07/17 11:53 PM Late Ne	ws	1030p-11p	:3	0 DMSCLS1	713н		\$150.00 NM
				Total Spots	Ę	59			

Payment Terms 30 Days

 Gross Total
 \$9,050.00

 Agency Commission
 \$1,357.50

 Net Amount Due
 \$7,692.50

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